



ABSTRACT

Innovation in internet advances have brought diverse challenges and opportunities for the travel agency sector. This study analyzed the implication of internet advances and the competitive strategies adopted by travel agencies in Abuja capital of Nigeria. It specifically evaluated the extent to which travel agencies have adopted and use internet developments, challenges and perceived benefits of the internet advances, the competitive strategies adopted to cope with the internet advances and the extent to which the Government of Nigeria policies in ICTs facilitate travel agencies' to cope with internet innovations. The study focused on travel agencies which are

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RAVEL AGENCIES RESPONSE TO INTERNET EVOLUTION IN ABUJA: AN ANALYSIS OF COMPETITIVE STRATEGIES: A CASE STUDY OF TRAVEL TIME AND TOURS SYNERGY LTD ABUJA

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Introduction

The internet innovations have altered the traditional intermediary role. Travel agencies played in distributing Tourism products and services. New form internet technology has brought dramatic shifts to Travel agencies business whereby the booking process is gradually phased out as commercial transactions are increasingly channeled through appropriate websites (Davidson & Rogers 2006). Research into the Travel Agency sector has mainly focused on the need for Travel Agents to adopt strategies and embrace technology that will enable them to cope with the ever changing technological environment (Buhalis & Costa 2006) Livil (2008). More so, studies have been on going in the developed countries considerable research on how Travel Agencies are adopting information and communication Technologies (ICTs) has, for example, been done in Europe, New Zealand and Egypt in particular, a study that was carried out in Auckland, New Zealand among Travel agencies focused on the perceptions, adoption and impacts of ICTs. The results indicated that the main survival strategies adopted by the Travel agents were customer and niche market orientation but little is argued about sustainable strategies (Garkavenko & Milne 2009). The use of internet emerged in the 1990s with broad effects from one country to another (Zhou 2004). The internet changed the market structures shaping the entire Tourism value chains. In an efforts to cope and sustain business, the existing intermediaries have taken the ICT as an integral component to ensure sustainability (Egger & Buhalis 2008). In particular, the internet has Turned into a useful medium which has created business opportunities for Travel e-intermediaries, more so, companies have reinvented themselves online (Middleton, Fylla, morgan & Ranchhod 2009). The Tourism industry is also embracing mobile technologies with the use of devices such as hand-held computers, mobile telephones and personal digital assistances which uses the internet technology. (Cohen 2010). According to Zhou (2004), ICT has proved



registered by International Air Transport Association (IATA) in Abuja. However, Travel Times and Tours Synergy was the case study. The respondents were the management and staff of the study area. Data was collected by use of designed interview questions. Data was analyzed using descriptive analysis. The results of the study established that Travel Agencies in Abuja offer amalgamation of services and target diverse clientele as strategic approach are aware of multiplicity of ICT's in existence and use internet distribution system in form of GDS, furthermore, their core reason for internet adoption relates to the critical source of information necessary for business transactions such as emailing, marketing their products, market research and reservation. More so, the internet advances adoption depends on the need, relevance and perceived internet benefits. Internet facilitates information processing, storage, accessibility of information, increased efficiency, wider coverage, cost effectiveness and networking. Also the main challenges travel agencies encounter included poor network, proximity, commission cap and cuts by service providers, accessibility, online booking, need to train staff in new ICT development, instability of government policy and high cost of coping with the internet. More so, the main strategies adopted are ethical compliance, firm code of practice, abiding the rules and regulation and continuous training of staff. Furthermore, the internet adoption include: smile communication, Mitel, spectronet and Nitel. The research study recommends that the government of Nigeria through the appropriate ministry provide the necessary enabling environment through ICT capacity management, Nigeria government should address regulating reforms to reduce the ICT cost and develop standards and international frameworks for online services for internet use, the private sector specifically National Association of Nigeria Travel Agencies (NANTA) should explore ways to engage government and enhance information facilitation and travel agencies should forge a close relationship with the service providers as their core business partners.

Keywords: Internet evolution, competitive strategies, travel agency, innovations.

to be a very dynamic field which affects Travel agencies in diverse ways since the 1950s. The Major advances of ICTs in the Travel agency include computer reservation systems (CRS) which were initially started in 1950s by the airline industry. The First CRS was organized by a partnership between American Airlines and international business machine (IBM), this system is now known as sabre. CRS was known as an GDS (Global Distribution Systems). The sector became highly concentrated and was eventually dominated by four large, global operators which were able to operate internationally via a closely-knit network of agreements with local operators. The four were Amadeus, Galileo, sabre and Worldspan (Pederson 2005).

Today. All these GDSs have set up their own booking engines, which are also known as the online travel Agencies, further, the GDS have advances into internet distribution system (IDS) that facilitates purchase of Travel products online. (Conyetta 2015). According to Papatheodorou (2006) and Buhalis and Costa (2006), only players that can add value will be able to survive in the long run as intermediation is rapidly replaced by E-business models, and that is why the current study attempted to investigate the response of Travel agencies to the internet developments. Doganis (2006) stated that, with the increasing pressure, internet has brought strategic measures into the service providers. Measures like the introduction of Zero-commission policy (no percentage payments gives to TAs on Airline sale) by airline is being replaced by service fee. This has better assurances for ticket sale and is a strategic approach towards cutting the distribution costs. The introduction of e-ticketing, commission caps and cuts and increased use of the ICTs by the airlines are major changes intended to substitute Travel intermediaries with digital technology hence reducing the distribution cost. (Frew, 2004 and page, 2009). The extent to which Travel Agencies have embraced the recent innovations in



the internet and repositioning themselves by affecting their services online produces plenty of information, which however, requires an empirical analyses for instance, In 2004 a number of mergers and acquisition took place to consolidate on-line players. The biggest online travel groups that emerged were” Expedia, Travelocity, Priceline, lastminutes, Ebookers, Orbe among others . (Buhalis & Costa 2006). Rewards Travels and Tours Ltd, Empire Travel service Ltd, Business Travel management Ltd, Ambassador Travels and Tours Ltd, Aeronat Travel and Resort Ltd among others (Wakanow 2017) .

According to Sigala, Lius and Murphy (2007), the online intermediaries are challenging the profitability of suppliers and traditional intermediaries forcing them to reconsider their competitive positioning and business Models. For examples rewards Travels and Tours Limited to an on-line Travel Agency which is linked to world span. It pioneered in changing the business Model used to sell Travel on-line, it has adopted two major models. That is, merchant and dynamics model. (Sigala et al 2007 and Buhalis &Costa 2006).

Lubbe (2005) pointed out those strategies that are being adopted by Nigeria Travel agencies include: consolidation of travel companies through franchising. Consortiums, and restricting of their revenues model, that is from commission base to service fee base, increased use of technology and transformation of their business into niche markets, In Nigeria, Amadeus IT Group joined the web forces and developed a booking engine know as Amadeus CRS (<https://en.m.wikipedia.org/wiki/Amadeus-CRS>). However, there has been little academic research on the Travel agency sector focusing on how Travel agencies are responding to the internet advances. The travel agencies responding to the internet advances, the travel agencies response to internet innovations in Abuja remains an understudied issue and is important for this research, with a view to establishing how they are responding to internet innovations as well as how government policy facilitates the TA sector within the ICT area.

This research focused on Travel Agencies response to internet within three Critical issues: first, although there are ICT advancement and particularly the internet for sourcing and information dissemination, booking, financial transactions and marketing among Travel agencies, there are very limited studies in Nigeria indicating the extent to which the TAs utilize and competitive strategies adopted by them. The implications of the internet innovation upon Travel agencies business remain understudied, making it hard to understand the industry trends, competitiveness and consequences within the Nigeria context.

Secondly, the internet has triggered diverse response among the travel agencies without corresponding research to delineate competitive strategies adopted. Analyzing has travel copes with the internet innovations remains challenging due to unsystematic research, thereby creating incoherence.

Thirdly, the Nigeria Tourism policies and ICT policies that are directly related to Travel agencies such as policies on private sector involvement, marketing and ICTs remain conceptually misunderstood especially due to limited analysis. Despite the government of Nigeria recognizing the importance of involvement of the private sectors as an engine to economic growth as outlined in vision 2030, existing research does not address the Tourism policy in the context of technologies such as on-line services and Ticket-less Travel. Generalization that internet is “phasing out” the travel agencies has to be qualified by concrete research which can inform the inadequately of ICTs policy in context and specialization. Furthermore, the research sought to determine how the Travel agencies are responding strategically to the challenges internet poses.

REVIEW OF RELATED LITERATURE

THE CONCEPT OF INTERNET EVOLUTION

Travel Agencies have been in existence for over 170 years now, started in 1841 by Thomas Cook in UK as booking agent by arranging a one day rail excursion in England (Lubbe 2000: Bhatia, 2012). In the next over half a century time up to 1900. Thomas industrial 19 initiatives shaped into vibrant enterprise in Europe, operating train excursion, sales agencies, and traveller’s cheques and guiding tours. Like other sectors of the economy, sporadic interruptions by World war one and two affected the business. By mid 1950s, about 100 years since the TAs began, the business started the air charted based inclusive holiday packages. This



expanded to organized and mass tourism with the introduction of jet aircraft services. The growth of air travel in 1960s led TAs to expand into general travel and tours on mass scale and smaller group travel (Lubbe, 2000; Seaton & Bennet 1996). Travel Agencies will experience increase flexibility in holiday due to changes in consumer demand.

Cheng and Lam (2009) in their study, ‘How Travel Agency survives in the e-Business World?’ pointed out that TAs have evolved into three phases known as intermediation, disintermediation and reinter mediation. Intermediation is whereby the TAs acts as middlemen between tourism service providers and the customers. In this phase, the traditional TAs dominated the market. Disintermediation is the second phases whereby the TAs are by passed by the service providers and face competition by the online TAs, Finally, reinter mediation is whereby the TAs reposition and re-define their role in the distribution chain. In the current millennium, several changes are being experienced, whose impacts continue to unfold. These included the deregulation of the airline industry, rapid advances in technology and changes in consumer demands and behavior. These changes have affected the TAs in terms of their main revenue base especially with the 20 airline industry; it also led to reduction of their businesses due to the introduction of airline loyalty programmed (Goldener & Richie, 2009). Advancement of internet has led to disintermediation while changes in consumer demands and behavior have caused a change in mass tourism into new tourism. Further innovations have been experienced such as the emergence of virtual travel agencies, the social media and e-commerce which continue to lead to new sophisticated consumers who are able to use these resources bypassing the travel agents. Although, historically, travel bookings were made via telephone or through a travel agent over the last decade, electronic bookings have become the norm rather than the exception. They are indeed a major source of revenue for travel companies (Natasha, Connolly & Brewer, 2010). These changes can be seen what they travel firm offers and the impacts they experienced in the business and eventually shifting from mere survivor, to strategist.

INTERNET ADOPTION AND USE BY TRAVEL AGENCIES

Adoption and use of internet is critical, due to the nature of their business. Diverse researchers have recognized that ICTs are crucial in TAs businesses. ICTs are used for description, promotion, distribution, amalgamation, organization, and delivery of tourism products (Cheng & Cho 2012). They are also used for information exchange, tourism products distribution, building complicated itineraries in minutes, providing up to –date schedules Law, Leung and Buhalis (2017) observed that ICT adoption is expected to improve service quality, enhance efficiency, reduce cost and expand the global markets. The GDS are used for reservation, information search, client management and for issuing travel document (ibid). The internet, on the other hand, is used for developing business, marketing and promotion, information sourcing, partnership and integrating travel businesses with 23 service providers. (Patricia 2014).

ICT CHALLENGES AND PERCEIVED BENEFITS OF INTERNET ADVANCES

The internet advances have put great pressures on travel agencies and the following factors are significant to this research:

DISINTERMEDIATION: Tourism service providers such as the airlines and tour wholesalers are slowly bypassing the travel agents by selling their products and services directly to clients. The changes in the distribution chain are mainly as a result of advances in technology (Wang, 2017; Buhalis, 2013). As a result of disintermediation, the need for TAs has declined. Wensveen (2012). However, the face-to-face selling, their expertise and ability to save time on information search give the TAs an added advantage (Goeldner & Ritchie, 2019).

ZERO COMMISSION MODEL: The introduction of zero commission by airlines is likely to be likely to be adopted by other tourism service providers (Amadeus 2017). The travel agent businesses have experienced commission cuts and caps by airlines for the past few years. This has caused a change in the revenue model



by travel agencies mostly dealing with airlines (Pease, Rowe and Cooper, 2017; Goeldner & Ritchie 2015) point out that as a result of commission cuts and caps, the TAs have adopted a service fees model for air tickets; however, the new model puts them at a price disadvantage because the airlines are able to sell their tickets at a cheaper rate. The TAs has also diversified their products such as selling more cruises, tour packages and emphasis on leisure travel.

COMPETITION: The emergence of the major online travel agencies has provided a new form of competition for the travel agencies. The new players have demonstrated a spectacular growth and rapid market place penetration, thus they have gained a significant market share. As a result, traditional travel agencies are losing their market share, as consumers are moving to on-line intermediaries or suppliers directly (Cooper et al, 2018; Bamford & West, 2013).

TECHNOLOGY: The travel agency of the future will need to offer “one-to-one connection” with the customer (Brandon. O’connell, Ruane & Wims, 2013). As the pace of life increases, service, and in particular, speed and quality of service will be paramount. Technology will allow agencies to render personalized service efficiently. For far too long now, travel agencies have been viewed as, and have viewed themselves as, “airline-centric”. There is needed to become more “customer-centric”. Technology will enable agencies to provide “customer centric” travel solutions. On the other hand, the travel agencies have been affected by the rise of internet use and mobile phones by clients and service providers.

NEW APPROACHES OF THE MARKET: Ease of access of information and depth of information has stimulated new knowledgeable customers who search for travel information online rather than through the travel agencies (Dasgupta, 2012). Therefore, the TAs needs to develop new and creative ideas and services to offer their customers. There is a large percentage of the public whose perception of the travel agency is only to make a flight reservation and to issue the ticket. Professional travel agencies offer so much more to their customers. They forge a close relationship through relationship marketing; provide travel consulting services and expert-mediated advisory service (Novak & Schwabe, 2019). The internet is a routine service and enables agencies to sell to clients anywhere and anytime. There is need to give TAs new approaches of interacting and reaching their clients. These development requires research to ascertain their viability towards competitiveness. Further, Marshall, Taylor and Yu (2016) in their study identified that forces such as ICT impacts, e-ticketing, changes to commission arrangements, consolidation in the industry works towards eliminating the Travel Agencies.

COMPETITIVE STRATEGIES ADOPTED BY TRAVEL AGENCIES TO COPE WITH INTERNET ADVANCES.

Today and widely, travel agencies are developing defensive strategies to protect their position. Aggressive strategies to capitalize on emerging opportunities are intended to 24/7 respond to challenges. Such strategies include; consolidation of travel companies through mergers, acquisition, franchising and formation of consortiums (Lubbe, 2012). Other strategies include; product diversification, niche markets, value adding services, increased adoption of new technology and restructuring of their traditional business model (Zhou, 2014). Ku, Yang and Huang (2012) in their study on “Partnership” choice: Adaption of strategic collaboration between travel agencies”, identified customer competence, attachment relationship and targeting different levels of customers through collaboration as the major trend between distribution and TAs strategy.

Study by Oladimeji, Olofin and Raji (2014) investigating the benefits of information and communication technologies (ICTs) on practices of enterprises noted that the main competitive strategies adopted by enterprises including differentiating products offered to customers and establishing long term relationships with them, nonetheless, there was no well-defined strategy for ICT use and adoption. Ninety-one percent of U.S. consumers use the internet to book travel online rather than going to a brick-and-mortar travel agency, because of the speed, time, convenience, and satisfaction of using IT. The internet gives consumers the advantage of making travel purchases online, dealing directly with travel suppliers (Hashim, Ismail, Awang, & Safri, 2014). Travelers actively search various websites (e.g., Expedia, Priceline, and Travelocity) on the



internet to meet their travel needs and find deals. The travel industry has faced drastic changes regarding B2B e-commerce and B2C e-commerce, because many people are purchasing travel products and services on the internet (Siddiqui & Khan, 2016). Travel agencies should adopt e-commerce technology to increase competitive advantage and boost marketing activities (Menon & Yao, 2017).

During the last decades, technological innovations have changes people's lives and the way that owners conduct business (Dash, Bhusan, & Samal, 2014). Travel agents use the internet to market products and services, provide customer service and support, perform electronic transactions, and gather information. The internet is an electronic platform whose users seek to implement technological innovations, establish new business practices, and change the competitive advantage of many industries, including the travel and tourism industry (Xiang et al, 2014).

Mann, Smith, and Baker (2017) asserted that schools and the internet are directly linked to promoting relative advantage because both are involved in the dissemination and retrieval of information. Compatibility involves the extent to which an innovation is perceived as following the existing values, past experiences, and needs of potential adopters. Any idea that is compatible with a society's norms has a greater chance of adoption by members of that society compared to an idea that is not compatible (Fallen, 2015). Complexity involves the extent to which an innovation is perceived as difficult to understand and use. A new idea that is simple to understand could be adopted more rapidly than an innovation that requires the adopter to develop new skills and understandings. The internet is easy to navigate for most users, but some users who lack computer skills may find that learning to navigate it can be difficult (Lawson-Body, Willoughby, Illia, & Lee, 2014).

TRAINING: training is new a technology involves creating awareness, monitoring and dissemination of knowledge. For companies to remain competitive, Bedard points out that knowledge acquisition and manpower training are necessary. Companies must integrate new employees with skills in new technologies to pass knowledge to the existing employees. "Training and related strategic anchors of knowledge-based society through sensitization and dissemination and technology watch must be part of a company's regular activities" (Bedard 2015, p, 421).

CONSOLIDATION: This includes partnership, alliance, group and consortium which are different types of associative structures that are formed and joined by an increasing number of companies as a new trend by companies to be more strategic and remains competitive in the market Bedard (2015).

GOVERNMENT OF NIGERIA POLICIES ON ICTs

Over the years, the Federal Government of Nigeria has adopted several ICT related policies and has aimed at guiding the development of the sector and harnessing in the power for National Development. But Nigeria, like other nations, faces the inevitability of the fast technological and market convergence of the global ICT industry and must therefore continue to evolve new ICT policy frameworks to accommodate convergence and maximize the potential of ICT tools for National development National ICT policy (2012). The goal of this National ICT policy therefore is to provide a framework for streamlining the ICT sector and enhancing its ability to help address some socio-economic and development challenges while facilitating the transformation of Nigeria into a Knowledge based economy.

According to the National development National ICT policy (2012). Government ICT policy should have the following features:

- Focus on the areas where the travel agencies are incapable of providing what is necessary to improve the performance of the tourism industry especially small companies.
- Create favorable environment to encourage large, medium and small tourism enterprises to adopt the best strategies in global value chains and embrace innovations.
- Address regulatory reforms to reduce the ICT costs and develop standards and international framework for e-commerce for ICT use.
- Emphasis on ICT skills in education and training



- Develop generic technologies and technological infrastructure related to ICT use.

METHODOLOGY

The study area was Abuja, the capital city of Nigeria. TRAVEL TIME AND TOURS SYNERGY LTD ABUJA Located at 1st floor, Silverbird Galleria, Yar'adua Memorial Drive, 110001, Abuja was the firm used for this study. The Management of Travel Time and Tours Synergy Ltd Abuja, was the population used to investigate the objective of the study. Personal interview i.e face – to –face interview was used to gather research data. The interviewed questions were carefully designed consisting of a set of items to which the management reacted to. They gathered data were analysed and presented using narrative method to answer the research questions.

RESULTS AND DISCUSSION

Results and Discussion based in the objectives of the Study.

Objective One (1): Evaluation of extent to which Travel agencies adapt and use the internet development

The management of the travel agency were asked to appraise the adoption and use of the internet development in the agency. The management responded that: “the internet innovation used by the firm are: smile communication; mitel; social media; Nitel and MTN respectively. And to ensure favourable staff attitude towards internet innovation and adoption; they ensure innovation ethical compliance; firm code of practice, training and re-training of staff and abiding the rules and regulation of the internet innovation respectively”. Also the management of Travel Time and Tours Synergy Ltd commit itself to adoption of internet innovation through: accessibility; research and coherent learning respectively. Moreso, management response to firm commitment toward ICT; they said: there is fair financial and time commitment to ICT development in relation to the firm’s sustainability.

Objective Two (2): To investigate the challenges and perceived benefits of the internet advances in the travel agency.

Responding on the challenges experienced by the travel agency due to internet advances: The management said: The major challenges experienced by the firm in the advent of internet innovation are: Online booking delay; difficulty in accessibility; proximity; hackers; need to train staff in new ICT; poor network and more expensive than paper and pen respectively. Also poor technical know-how; instability of government policy; government slow bureaucracy and highly expensive were challenges related to government provision of ICT. Moreso, in response to the perceived benefits of internet innovations; the management the firm said: The internet has provided the following advantages: clear internet for communication within the firm; clear internet for information processing and storage.

Objective Three (3): To analyze the competitive strategies adopted by travel agencies to cope with internet advances.

The management were asked to analyze to what extent the firm has adopted any of the following strategies in response to internet challenge; Consolidation, more focus on customer than service providers, increase use of ICT, focus on niche market, product diversification and going online. The manager responded that: the firm adopted the following strategies like more focus on customers than service providers and increase use of ICT at high level; while consolidation, focus on niche market, product diversification and going online at medium level to adopt to internet challenge.

Additionally, when the management were asked to suggest three most important strategies which can be considered to improve the firm’s business in the wake of internet innovation; the manager said: the firm considered offering 24/7 booking engine and training of staff; service operating efficiently and effectively; change in the value of services to clients; new product development and making easy process and procedure



for client online and in the office respectively to improve the firm's business in the wake of internet innovation.

Objective Four (4): To examine the extent to which the Government of Nigeria policies in ICTs facilitation of Travel agencies to cope with internet innovations.

When the management of Travel Time and Tours Synergy Ltd Abuja were asked to comment on the objective, the management said: the firm is aware of the National development ICT policy of 2012, which meant to facilitate and support our operation to cope with internet innovations; Nigeria government policies on ICT is a thing of concern to travel firms especially small and medium size firms like ours, the implementation of the policies is yet to adequately take care of our challenge on internet innovations; cost of internet still high, incentive support lacking, activity of service providers left on-checked and multiple taxation are issues the policy is yet to squarely addressed.

DISCUSSION OF FINDINGS

Objective One (1): Travel agency adoption and usage of internet development. The travel agency use Smile Communication, Mitel, Social Media, Nitel and MTN as internet innovations; they ensure innovation ethical compliance; firm code of practice, training and re-training of staff and abiding the rules and regulations of the internet innovation. Also the study's findings revealed that the firm commit itself to adoption of internet innovation through; accessibility, research and coherent learning. Moreso, there were fair financial and time commitment to ICT development in relation to the firm's sustainability.

Objective Two (2): Challenges and perceived internet Benefits of the internet advances in the study area.

The major challenges experience by the travel agency were online booking delay, difficulty in accessibility; proximity, hackers, poor network, poor technical know-how and cost in training staff in new ICT innovations. Moreso, internet development provided the following benefits to the firm; clear internet for communication within the firm, clear internet for information processing and storage.

Objective Three (3): Competitive Strategies adopted by Travel Time and Tour Synergy Abuja. The study revealed the following as strategies adopted by the firm to cope with internet advances i.e more focus on customers than service providers, increase use of ICT at high level, focus on niche market, product diversification and going online at medium level. Also the firm considered 24/7 booking engine, training staff, change in the value of services to clients, new product development and making easy process and procedure for client online and office as the most important strategies.

Objective Four (4): Government of Nigeria policies in ICTs facilitation for travel agencies to cope with internet innovations: The study also revealed that implementation of National development ICT policy in Nigeria is yet to adequately support the challenges of internet innovations, cost of internet still high, no incentive support, activities of service providers left unchecked and multiple taxation.

CONCLUSION

In conclusion, the travel firm have adopted the internet advances moderately, although the sequence of adoption is not systematic. Adoption is largely based on the unique characteristic of an organization rather than driven by clear market strategic sequences. The travel agency is aware of the need for strategic approach to ICT, though there no significant efforts made to move that direction. Further, the firm have not fully utilized the internet potentials in order to gain a more competitive advantage. The travel agency have adopted several competitive strategies, though they are not adequate to enable the firm fully cope with the fast demand of technological evolution; and polices by Nigeria government have yet partially address the full range of ICT in relation to travel agencies.

RECOMMENDATIONS

The following recommendations were made based on the study that:



1. Government of Nigeria through the appropriate Ministry provide the necessary enabling government through ICT capacity management, formulate protection policies for online security and all stakeholders in ICT policy formulation.
2. Nigeria government should address regulatory reforms to reduce the ICT cost and develop standards and international frameworks for online services for internet use.
3. The private sector specifically National Association of Nigeria Travel Agencies (NANTA) should explore ways to engage government and enhance information facilitation.
4. Travel agencies should forge a close relationship with the service providers as their core business partners.

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